



KGW  
1501 SW Jefferson  
Portland, OR 97201

Media Analysis Inc.  
P.O. Box 66490  
Portland, OR 97290-6490

## Contract # 857642

**Schedule Dates** 10/11/12-11/04/12  
**Advertiser** Jefferson Smith for Mayor (38740)  
**Agency/T-Code** Media Analysis Inc. (7701)/782532662  
**Product** Political - City Mayor (1193)  
**Brand** Jefferson Smith for Mayor (168238)  
**Salesperson** Torheim, Bob (2063)  
**Sales Office** KGW - Portland  
**Buyer Name** Jackson, Marla  
**Phone/Fax** (503) 610-3238 /  
**CPE** 367  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** OT \$64,910.00 147x 09/26/12 JS

**Date Entered** 09/26/12  
**Last Modified** 09/26/12  
**Entered By** Jackie Stocks  
**CO-OP** No  
**Headline #** 367  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,736.50  
**Net Total** \$55,173.50  
**Sales Tax**

## Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Oct. 2012	106	\$46,430.00
Nov. 2012	41	\$18,480.00
<b>Grand Total:</b>	<b>147</b>	<b>\$64,910.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	5:57A- 6:58A (PT)					1	1			2	\$500.00	\$1,000.00	Portland (KGW) (KGW)		9/26/12
2.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	6:58A- 9A (PT)					1	1			2	\$525.00	\$1,050.00	Portland (KGW) (KGW)		9/26/12
3.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	11:59A- 12:31P (PT)					1	1			2	\$275.00	\$550.00	Portland (KGW) (KGW)		9/26/12
4.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	4:57P- 5:30P (PT)					1	1			2	\$650.00	\$1,300.00	Portland (KGW) (KGW)		9/26/12
5.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	5:59P- 6:29P (PT)					1	1			2	\$650.00	\$1,300.00	Portland (KGW) (KGW)		9/26/12
6.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	6:29P- 7P (PT)					1	1			2	\$650.00	\$1,300.00	Portland (KGW) (KGW)		9/26/12
7.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	10:59P- 11:34P (PT)					1	1			2	\$700.00	\$1,400.00	Portland (KGW) (KGW)		9/26/12
8.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	11:34P- 12:37A (PT)					1	1			2	\$250.00	\$500.00	Portland (KGW) (KGW)		9/26/12
9.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	12:37A- 1:36A (PT)					1				1	\$150.00	\$150.00	Portland (KGW) (KGW)		9/26/12
10.0	Normal Line / SPOT	10/11/12-10/12/12	4	:30	4:58A- 5:57A (PT)					1	1			2	\$160.00	\$320.00	Portland (KGW) (KGW)		9/26/12
11.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	5P- 6P (PT)							1		1	\$300.00	\$300.00	Portland (KGW) (KGW)		9/26/12
12.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	10:59P- 11:29P (PT)							1		1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12
13.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	7A- 8A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
14.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	8A- 8:58A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	11P- 11:35P (PT)								1	1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12
16.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	5:57A- 6:58A (PT)		1	1	1	1	1			5	\$500.00	\$2,500.00	Portland (KGW) (KGW)		9/26/12
17.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	6:58A- 9A (PT)		1	1	1	1	1			5	\$525.00	\$2,625.00	Portland (KGW) (KGW)		9/26/12
18.0	Normal Line / SPOT	10/15/12-10/18/12	4	:30	11:59A- 12:31P (PT)		1	1		1				3	\$275.00	\$825.00	Portland (KGW) (KGW)		9/26/12
19.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	4:57P- 5:30P (PT)		1	1	1					3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
20.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	5:59P- 6:29P (PT)			1	1	1				3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
21.0	Normal Line / SPOT	10/15/12-10/18/12	4	:30	6:29P- 7P (PT)		1		1	1				3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
22.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	7P- 7:29P (PT)		1		1					2	\$350.00	\$700.00	Portland (KGW) (KGW)		9/26/12
23.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	10:59P- 11:34P (PT)		1	1	1					3	\$700.00	\$2,100.00	Portland (KGW) (KGW)		9/26/12
24.0	Normal Line / SPOT	10/15/12-10/18/12	4	:30	11:34P- 12:37A (PT)		1	1	1	1				4	\$250.00	\$1,000.00	Portland (KGW) (KGW)		9/26/12
25.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	12:37A- 1:36A (PT)			1		1				2	\$150.00	\$300.00	Portland (KGW) (KGW)		9/26/12
26.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	4:58A- 5:57A (PT)		1		1		1			3	\$160.00	\$480.00	Portland (KGW) (KGW)		9/26/12
27.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	5P- 6P (PT)							1		1	\$300.00	\$300.00	Portland (KGW) (KGW)		9/26/12
28.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	10:59P- 11:29P (PT)							1		1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12

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29.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	7A- 8A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
30.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	8A- 8:58A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
31.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	11P- 11:35P (PT)								1	1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12
32.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	5:57A- 6:58A (PT)		1	1	1	1	1			5	\$500.00	\$2,500.00	Portland (KGW) (KGW)		9/26/12
33.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	6:58A- 9A (PT)		1	1	1	1	1			5	\$525.00	\$2,625.00	Portland (KGW) (KGW)		9/26/12
34.0	Normal Line / SPOT	10/22/12-10/25/12	4	:30	11:59A- 12:31P (PT)		1	1		1				3	\$275.00	\$825.00	Portland (KGW) (KGW)		9/26/12
35.0	Normal Line / SPOT	10/22/12-10/24/12	4	:30	4:57P- 5:30P (PT)		1	1	1					3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
36.0	Normal Line / SPOT	10/23/12-10/25/12	4	:30	5:59P- 6:29P (PT)			1	1	1				3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
37.0	Normal Line / SPOT	10/22/12-10/25/12	4	:30	6:29P- 7P (PT)		1		1	1				3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
38.0	Normal Line / SPOT	10/22/12-10/24/12	4	:30	7P- 7:29P (PT)		1		1					2	\$350.00	\$700.00	Portland (KGW) (KGW)		9/26/12
39.0	Normal Line / SPOT	10/22/12-10/24/12	4	:30	10:59P- 11:34P (PT)		1	1	1					3	\$700.00	\$2,100.00	Portland (KGW) (KGW)		9/26/12
40.0	Normal Line / SPOT	10/22/12-10/25/12	4	:30	11:34P- 12:37A (PT)		1	1	1	1				4	\$250.00	\$1,000.00	Portland (KGW) (KGW)		9/26/12
41.0	Normal Line / SPOT	10/23/12-10/25/12	4	:30	12:37A- 1:36A (PT)			1		1				2	\$150.00	\$300.00	Portland (KGW) (KGW)		9/26/12
42.0	Normal Line / SPOT	10/22/12-10/26/12	4	:30	4:58A- 5:57A (PT)		1		1		1			3	\$160.00	\$480.00	Portland (KGW) (KGW)		9/26/12

## CONFIRMATION CONTRACT

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43.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	5P- 6P (PT)							1		1	\$300.00	\$300.00	Portland (KGW) (KGW)		9/26/12
44.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	10:59P- 11:29P (PT)							1		1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12
45.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	7A- 8A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
46.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	8A- 8:58A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
47.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	10:59P- 11:29P (PT)								1	1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12
48.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	5:57A- 6:58A (PT)		1	1	1	1	1			5	\$500.00	\$2,500.00	Portland (KGW) (KGW)		9/26/12
49.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58A- 9A (PT)		1	1	1	1	1			5	\$625.00	\$3,125.00	Portland (KGW) (KGW)		9/26/12
50.0	Normal Line / SPOT	10/29/12-11/01/12	4	:30	11:59A- 12:31P (PT)		1	1		1				3	\$275.00	\$825.00	Portland (KGW) (KGW)		9/26/12
51.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	4:57P- 5:30P (PT)		1	1	1					3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
52.0	Normal Line / SPOT	10/30/12-11/01/12	4	:30	5:59P- 6:29P (PT)			1	1	1				3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
53.0	Normal Line / SPOT	10/29/12-11/01/12	4	:30	6:29P- 7P (PT)		1		1	1				3	\$650.00	\$1,950.00	Portland (KGW) (KGW)		9/26/12
54.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	7P- 7:29P (PT)		1		1					2	\$350.00	\$700.00	Portland (KGW) (KGW)		9/26/12
55.0	Normal Line / SPOT	10/29/12-10/31/12	4	:30	10:59P- 11:34P (PT)		1	1	1					3	\$700.00	\$2,100.00	Portland (KGW) (KGW)		9/26/12
56.0	Normal Line / SPOT	10/29/12-11/01/12	4	:30	11:34P- 12:37A (PT)		1	1	1	1				4	\$250.00	\$1,000.00	Portland (KGW) (KGW)		9/26/12

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57.0	Normal Line / SPOT	10/30/12-11/01/12	4	:30	12:37A- 1:36A (PT)			1		1				2	\$150.00	\$300.00	Portland (KGW) (KGW)		9/26/12
58.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	4:58A- 5:57A (PT)		1		1		1			3	\$160.00	\$480.00	Portland (KGW) (KGW)		9/26/12
59.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	5P- 6P (PT)							1		1	\$300.00	\$300.00	Portland (KGW) (KGW)		9/26/12
60.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	10:59P- 11:29P (PT)							1		1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12
61.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7A- 8A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
62.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	8A- 8:58A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
63.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	11P- 11:35P (PT)								1	1	\$450.00	\$450.00	Portland (KGW) (KGW)		9/26/12

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